



# Empowerment Design Event Report Out

**“Vision Kids”**

June 15-19, 2009

# The Opportunity

Teresa Hay McMahon

# The “Vision Kids” Team

Annette Koster

- Ginger Shaw, Local Coordinator
- Kate Bennett, Local Coordinator
- Chris Kivett-Berry, Local Coord.
- Jody Caswell, DHS
- Deb Scrowther, DOM
- Sonni Vierling, DOM
- Gretchen Hageman, IDPH
- Judy Knox, DE
- Tami Foley, DHS
- Kristi Judkins, IWD
- Chris Carman, IEB
- Michelle Stover-Wright, ICFPC
- Sheila Hansen, ICFPC
- Robin Madison, LSA
- Gregg Cummings, IHSA
- Shanell Wagler, DOM
- Susan Godwin, DHS
- Deborah Helsen, LSA
- Jean Johnson, DED
- Kate Walton, IGOV
- Nancy Krause, LSI
- Charlie Bruner, ICFPC
- Michael Bergan, Local Coord.
- Annette Koster, Local Coord.
- Jenifer Parsons, Caucus staff
- Bridget Godes, Caucus staff
- Rep. Cindy Winckler
- Rep. Mary Mascher
- Rep. Dave Heaton
- Rep. Jody Tymeson
- Charles Krogmeier, DHS
- Tom Newton, DPH
- Preston Daniels, DHR
- Mike Rohlf, DOM
- Jim Scott, TBM



# Scope

Tami Foley

- **This event will define Empowerment's role in a world class early care, health and education system at a state and local level, to help young children and their families be successful.**

# Objectives

Ginger Shaw

1. Improve efficiencies at the state level
  - Examine the capacity of the state TA team to support the local boards
  - Examine the current involvement of mandated state agencies and the level of integration within their agencies
  - Determine how to engage other state agencies' involvement



# Objectives

Robin Madison

## 2. Improve efficiencies at the local level

- Examine structure of the local empowerment areas
- Revisit Empowerment's role as a convener and coordinator of early childhood services
- Ensure each empowerment area knows the needs of their constituents

# Objectives

Judy Knox

3. Find a balance between maximizing flexibility at the local level and meeting state level requirements, including but not limited to, fiscal, quality and legislative.
4. Clarify Empowerment's role, responsibilities and relationships within the larger system, ie; Early Childhood Iowa

# Objectives

Deb Scrowther

5. Establish consistent performance accountability for the services provided in empowerment areas.
6. Examine Governance structure to identify opportunities to support coordination and integration of:
  - Pre school services
  - Family support services
  - Child care services
  - Child health services



# Objectives

Kate Bennett

7. Examine the branding of “Community Empowerment”
8. Identify hindrances to the system’s success
9. Examine structure for state funding and make suggestions to the Legislature if necessary
10. Ensure the Empowerment structure provides local areas with the tools and support needed for good fiscal accountability



# SWOT Analysis

Michelle Stover-Wright

- Strengths
  - Local involvement/buy in
  - Accountability locally
  - Flexibility
- Weaknesses
  - Local board makeup
  - Lack of fiscal accountability
- Opportunities
  - Blending/Braiding
  - One stop shop
- Threats
  - Tight budgets
  - Misconceptions

# Trends

Cindy Winckler

- Reduced funding
- Becoming more diverse
- Changing demographics
- Changing from rural to urban
- Increased visibility of early childhood

# Brainstorm

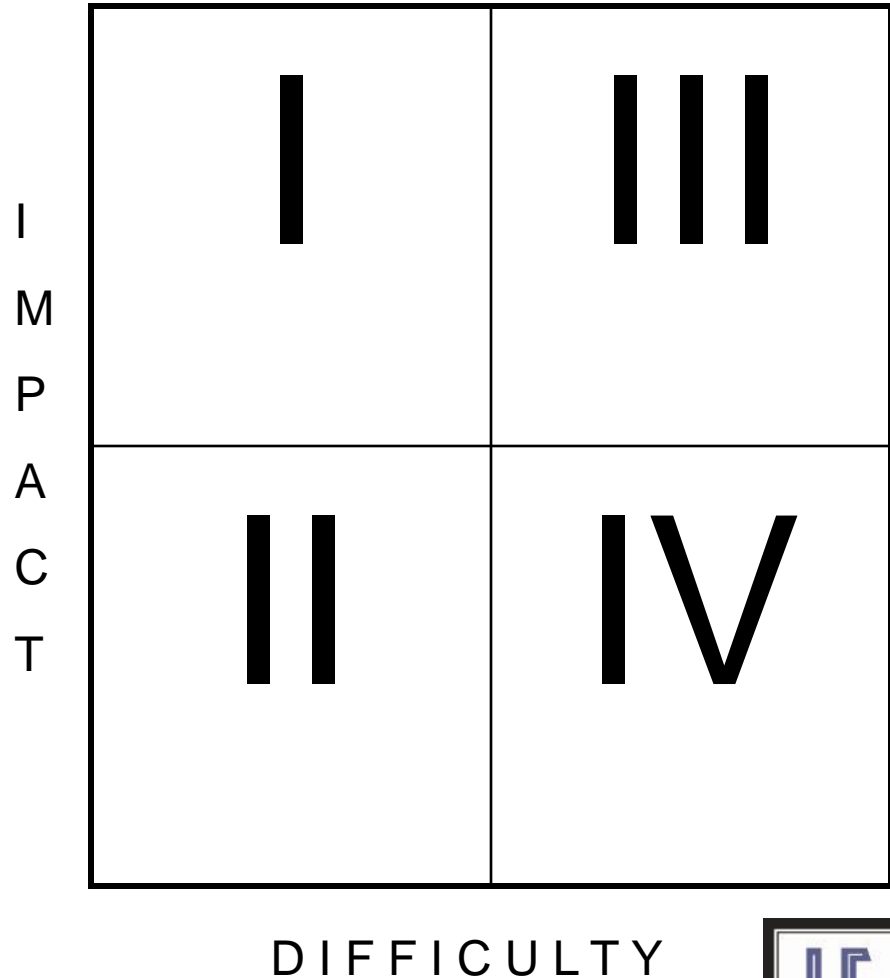
Shanell Wagler

- The “what” our vision looks like
- Identify “how” we get to the vision
  - 7 ways to implement each idea

# De-selection Process

Michael Bergan

- Identifies
  - Impact to customer
  - Difficulty implementing
- Helps to rate/rank solutions to resolve issues while identifying ease of implementation



# Four Areas to Develop

Gretchen Hageman

1. Levels of Excellence
2. Regionalization and Re-define Empowerment Areas
3. State Structure
4. Marketing

# Levels of Excellence

Chris Carman

Element	Emerging	Capacity Building	Model
Collaboration	Meets w/ support	Meets (pointed)	Exceeds (P)
Outcomes/Indicator/ Data-Driven Decision	Meets or Emerging w/ support	Meets (P)	Exceeds (P)
New Program Development Model Fidelity	Meets or Emerging w/ support	Meets (P)	Exceeds (P)
Responsive to Changing Community Needs	Meets or Emerging w/ support	Meets (P)	Exceeds (P)

Levels of Excellence			
Categories of Achievement	Emerging	Capacity Building	Model
Required Elements	Does not meet Capacity Building requirements - Central Fed w/ Regional Fiscal - or Local Fiscal Agent meets requirements	Compliant	Compliant + beyond
Financial Operations (required)			↓
Board Operation Development + Reporting Requirements	Meets w/ support	Compliant	↓
Community Assessment - Statewide Tool RFP	Meets w/ support	Compliant	↓
Community Plan	Meets w/ support	Compliant	↓

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# Regionalization and Re-define Empowerment Areas

Nancy Krause





# State Structure

Sheila Hansen



# Marketing

Jean Johnson



# Homework

Jody Caswell

A1	Communication plan		
1	More definition of the criteria (points assigned for each element)	Chris Carman	30 day follow up
2	Better description of the achievement category including minimum # of points (clear, concise descriptions)	Chris Carman	30 day follow up
3	Clarification on existing flexibility or what legislation is needed for the model category in regards to empowerment funding streams	Shanell	60 day follow up
4	Research early childhood community councils in other states for potential model communities	Charlie	60 day
5	Assure adequate TA's available for all categories of achievement (state or regional)		ongoing
6	Establish initial timeline for Pilot project implementation	Chris K-B	60 day
7	Determine triggers for provisional status review	Chris Carman	60 day
8	Draft supplemental section of annual report specific to the model category	Shanell	6 month



# Homework

Sonni Vierling

9	Further define criteria and process for being assigned categories	Chris Carman	60 day
10	Define levels of technical assistance	TA Team	6 month
11	Determine relationship with current annual report and designation processes	Chris K-B	6 month
12	Contact Colorado regarding their community council levels	Shanell	30 day
13	Explore options for available in-kind marketing group/Adv	Sonni and Jean	30 day
14	Explore/write application/grant application and meet with course instructor	Sonni and Jean	30 day
15	Meet current people (1-2 schedule) 1 <sup>st</sup> semester (be ready) pre work piece could be timeframes to work with	PR/Adv	
16	Convene the stakeholders to discuss social marketing options?	Sonni and Jean	
17	Present to IEB on social marketing options and inform them	Sonni and Jean	
18	Secure marketing expertise to create social marketing plan	Sonni and Jean	
19	Develop a method of communication with CE Liasion	Sonni and Jean	
20	Meet with Gretchen to develop a better understanding and collaboration w/ECI and marketing plan	Sonni and Jean	1 yr

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# Homework

Gretchen Hageman

21	Communication with state depts.	Gretchen/Shanell	30 day
22	Coordinate feedback		
23	Communication w/ state departments, etc. (intent, how, criteria, purpose, rationale	TA Team	30 day
24	Develop content of communication (create a depiction, frame feedback through facilitated process)	Gretchen	30 day
25	Coordinate feedback received	Office of Empowerment	30 day
26	Communicate with IEB	TA Team	30 day
27	Communicate with Empowerment Coordinators	TA Team	30 day
28	Share feedback	TA Team	30 day
29	Initial review of impacts on legislation chapters 28 and 83	Deb and Sheila	30 day
30	Review list of non-legislated actions	Robin, Shanell, Gretchen	30 day
31	Feedback to Kaizen group from stakeholders	Shanell	60 day
32	Share w/ group about legislative changes necessary / without legislation	Shanell	60 day
33	Regional fiscal agent exploration (state level fiscal expert, list of resources for local boards to use		60 day

# Homework

Gregg Cummings

34	Explore option for 501c3's (ECI Co-Ch)		60 day
35	Develop duties and responsibilities (regional/ local capacity building)		60 day
36	Develop plan for transitioning	Robin, Gregg, Shanell, Gretchen, Deb	60 day
37	Core competencies, job descriptions (Coordinator positions)	Kristi and Deb	90 day
38	Plan for transitioning, include staffing	Group	90 day
39	Timeline/process for boundary changes (reorg)	Deb, Shanell, Tami	90 day
40	Implement non-legislated actions (plan and update)	TBD	90 day
41	Model system input process	ECI	90 day
42	Revisit / explore local / regional capacity building (flow chart, octopus)	Michael, Gregg, Gretchen, Shanell	90 day
43	Advocacy plan for legislative changes	Kate, Cindy, Sheila, Mary, Shanell, Gretchen	6 month
44	Begin implementation of transition plan	TBD	6 month
45	Sharing leadership levels with EC Leadership	TBD	6 month
46	Agencies can provide for regional/ local supports	Work group	6 month



# Team Member Experience

Shanell Wagler, Ginger Shaw, Kate Bennett, Kristi Judkins



# Comments

- Mike Rohlf, DOM
- Jim Scott, TBM



**We welcome your  
questions and comments!**

